

December 9, 2016

To Whom It May Concern:

I am writing as a small business owner in Boston. For both economic and environmental reasons my partner and I are in support of Councilors O'Malley and Wu's plastic bag ordinance.

Plastic bags, as you well know, represent a tremendous burden to the environment. Both recycling them and cleaning them up, when possible, come at an economic cost to all citizens. Purchasing them represents an ongoing economic burden to small business owners, as the bags must be continually replenished.

We recently made the decision to purchase customized reusable bags and have been distributing them to our customers either as a "thank you" for a larger purchase or through the sale of the individual bags. Customer response has been overwhelmingly positive and we are seeing the bags used time and again in our store and around town. Because our logo is prominently displayed on the reusable bags we feel that we are getting advertising mileage out of our investment in them as well.

In short, adopting this ordinance seems like a fairly simple way to generate a great deal of positive change in exchange for a small sacrifice.

Respectfully,

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